

ORDER



Orders
Order / Rev: 708397
Alt Order #: 06290639
Product Desc: KLINE FOR CONGRESS
Estimate: 213
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 10/02/12 / 10/02/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Stevens Reed Curcio & Potholm Medi
Buying Contact:
Billing Contact:
 201 North Union Street, Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: JOHN KLINE/R/CON/MN
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	106	\$76,865.00	\$65,335.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	106	\$76,865.00	\$65,335.25	0.00
Totals	106	\$76,865.00	\$65,335.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	24%	\$76,865.00
Market	100%	\$320,270.83

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$35,229.79
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	14%	\$44,837.92
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	51%	\$163,338.12
WFTC	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/30/12	11/05/12	M-F 1-2p Rachel Ray	CM	1P-2P	MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00
	RACHAEL RAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					5	\$180.00		0.00			
2	KARE	10/30/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035p	MTWTF--	:30	5	\$2,475.00	P-4	0.00	NM	5	\$12,375.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					5	\$2,475.00		0.00			
3	KARE	10/30/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	10	\$675.00	P-4	0.00	NM	10	\$6,750.00
	TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					10	\$675.00		0.00			
4	KARE	10/30/12	11/05/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF--	:30	5	\$315.00	P-4	0.00	NM	5	\$1,575.00
	DAYS-LIVES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					5	\$315.00		0.00			
5	KARE	10/30/12	11/05/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
	THE DOCTORS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					5	\$200.00		0.00			
6	KARE	10/30/12	11/05/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	8	\$350.00	P-4	0.00	NM	8	\$2,800.00
	DR. OZ														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					8	\$350.00		0.00			
7	KARE	10/30/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	2	\$360.00	P-4	0.00	NM	2	\$720.00
	KARE 4P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					2	\$360.00		0.00			
8	KARE	10/30/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	3	\$850.00	P-4	0.00	NM	3	\$2,550.00
	JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					3	\$850.00		0.00			
9	KARE	10/30/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
	KARE 5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					5	\$1,450.00		0.00			
10	KARE	10/30/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
	KARE 6P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					5	\$1,450.00		0.00			
11	KARE	10/30/12	11/05/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	5	\$850.00	P-4	0.00	NM	5	\$4,250.00
	SUNRISE 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					5	\$850.00		0.00			
12	KARE	10/30/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	MTWTF--	:30	2	\$1,700.00	P-4	0.00	NM	2	\$3,400.00
	ET														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					2	\$1,700.00		0.00			
13	KARE	10/30/12	11/05/12		CM	7-9a	MTWTF--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW Today Show TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/30/12 11/05/12 MTWTF-- 5 \$800.00 0.00															
14	KARE	10/30/12	11/05/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	5	\$225.00	P-4	0.00	NM	5	\$1,125.00
TODAY 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/30/12 11/05/12 MTWTF-- 5 \$225.00 0.00															
15	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,250.00	P-4	0.00	NM	1	\$2,250.00
SAT 10P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$2,250.00 0.00															
16	KARE	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	2	\$1,350.00	P-4	0.00	NM	2	\$2,700.00
SNL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 2 \$1,350.00 0.00															
17	KARE	11/03/12	11/03/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$585.00	P-4	0.00	NM	1	\$585.00
SAT 5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$585.00 0.00															
18	KARE	11/03/12	11/03/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
SAT 6P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$900.00 0.00															
19	KARE	11/03/12	11/03/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$540.00	P-4	0.00	NM	1	\$540.00
MINN BOUND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$540.00 0.00															
20	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$585.00	P-4	0.00	NM	2	\$1,170.00
SAT KARE NWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 2 \$585.00 0.00															
21	KARE	11/04/12	11/04/12	MN Bound MN Bound	CM	1035P-1105P	-----S	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
SU 10P MEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$1,800.00 0.00															
22	KARE	11/04/12	11/04/12	MN Bound MN Bound	CM	1035P-1105P	-----S	:30	1	\$765.00	P-4	0.00	NM	1	\$765.00
MINN BOUND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$765.00 0.00															
23	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
SU 5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$900.00 0.00															
25	KARE	10/30/12	11/05/12	M-F 1-2p Rachel Ray	CM	1P-2P	MTWTF--	:30	2	\$180.00	P-4	0.00	NM	3	\$540.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 2 \$180.00 0.00 Week: 11/05/12 11/11/12 M----- 1 \$180.00 0.00															
26	KARE	10/30/12	11/05/12		CM	12-1p	MTWTF--	:30	2	\$315.00	P-4	0.00	NM	3	\$945.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Days of Our Lives															
Days of Our Lives															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					2	\$315.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$315.00		0.00			
27	KARE	10/30/12	11/05/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	2	\$200.00	P-4	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					2	\$200.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$200.00		0.00			
28	KARE	10/30/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	2	\$360.00	P-4	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					2	\$360.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$360.00		0.00			
29	KARE	10/30/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	2	\$850.00	P-4	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					2	\$850.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
30	KARE	10/30/12	11/05/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	MTWTF--	:30	4	\$250.00	P-4	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					4	\$250.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$250.00		0.00			
31	KARE	10/30/12	11/05/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	2	\$225.00	P-4	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					2	\$225.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$225.00		0.00			
32	KARE	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	1	\$1,350.00	P-4	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$1,350.00		0.00			
33	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$585.00	P-4	0.00	NM	2	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$585.00		0.00			
													Totals	106	\$76,865.00